

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, February 21, 2013
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Frank Stephan, President	Clarett West Development
	Lynda Bybee, Vice President	Metro
	Greg Beck	Champion Real Estate
	Chris Bonbright	Whitley Court Partners
	Joseph D'Amore	Hollywood Commercial
	Michael Gargano	Argent Ventures, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jan Martin	AMDA
	Lee Rierson	Shine America
	Mark Stephenson	Hollywood UMC
	John Tronson	Tronson Investment Group
	Drew Planting	GPI
Directors Absent	Don Mushin, Secretary	Toyota of Hollywood
	Monica Yamada, Treasurer	CIM Group, LP
	Charlie Colletta	HEI, LLC
	Galo Medina	Comprehensive Financial Services
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Steve Seyler	BID Security
	Joe Salazar	Andrews International
Guests	Jan Perry	Candidate for Mayor
	Lt. Mark Dibell	LAPD Hollywood
	Sgt. Mike Harrington	LAPD Hollywood

	Monib Hamidi	INSWC Protective Service
	David Sayed	IPS
	Leslie Blumberg	The Fonda Theatre

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:11 p.m.

II. Open Forum

Jan Perry, candidate for Mayor of Los Angeles, spoke about her history as a city planner, city councilmember, and accomplishments as well as her campaign.

David Sayed, IPS, discussed how his company is providing security to a consortium of seven night club owners at Hollywood Blvd. and Las Palmas Ave. They are currently providing ten guards, working from 10:00 p.m. to 4:00 a.m. Friday and Saturday nights. Eight of the guards are unarmed, and they use two vehicles to patrol.

Michael Gargano gave an update on the Millennium Hollywood project. He reported that the project had passed its first hearing with the planning department. The next hearing will be with the planning commission on March 28 and he would love to get support from the board members.

III. Approval of Minutes

It was moved by **John Tronson**, seconded by **Mark Stephenson** and CARRIED to approve the minutes from the Board's January 17, 2013 meeting. 11 in favor.

IV. Treasurer's Report

- A. Review and approval of final statement and variance report for 2012:** Morrison presented the year-end variance report for 2012, which provides narrative explanations for each line item for the year-end cash report for the HED. There are no surprises except that we have more cash to roll over than previously expected; we are rolling over \$762,000, which is about \$400,000 more than anticipated. She said the board could consider not increasing assessments with the CPI this year in light of the rollover. The surplus funds could be used for contingency-type projects, but the expenditures must not significantly deviate from the proportional prioritization of the budget categories in the Management District Plan.

It was moved by **John Tronson**, seconded by **Lynda Bybee** and CARRIED to approve the final statement and variance report for 2012. Unanimously approved with 12 in favor.

- B. Review and approval of January 31, 2013 statement:** Morrison reviewed the January 31, 2013 statement.

It was moved by **John Tronson**, seconded by **Mark Stephenson** and CARRIED to approve the statement ending January 31, 2013. Unanimously approved with 12 in favor.

V. New Business

- A. Nominating Committee:** Rierson announced that he has to resign his board position due to the fact that he is leaving Shine America. Stephan stated that he had an ex-officio board seat to fill, and he offered it to Rierson, who had accepted. Morrison added that LAFD Chief Joseph Castro has been appointed to the other ex-officio seat, joining Capt. Bea Girmala. Stephan said this is the first time LAFD has been represented on the board. Morrison stated that the nominating committee will now search out a replacement for Rierson's original board seat.

VI. Committee/Activity Reports

A. Streetscape

1. **MTA Call for Projects Update:** Besley reported that she, Jeff Briggs and Kip Rudd (who the HPOA has hired as consultant on this project) met with Nat Gale, from the Mayor's Office, and representatives from Bureau of Street Services and Engineering on February 14th. Gale seems committed to help identify a strategy whereby the Walk of Fame Trust can provide funding for the project in lieu of CRA match. Additionally, Gale is corresponding with Cal Hollis at Metro to determine if Metro can identify local transportation funds as opposed to Federal funds for the grant, to help alleviate the burdensome surveying, reporting and bidding requirements. The total amount of money at stake for both the Crossroads Phase I and Phase II grants is: \$2.25M
2. **Freeway off-ramp maintenance project:** Besley reported that the HPOA submitted grant applications to DWP in time to meet the Jan. 31st deadline. Once the grant is approved staff will approve a maintenance agreement with Cleanstreet to maintain the off-ramps on a monthly basis.

B. Security

1. **General security report:** Seyler gave his 2012 year-end report, stating that it was Andrews International's sixth year of service to the BID. They are wanting to get back to the footbeat as much as possible in the future, as well as maintaining their relationship with LAPD, which Seyler sees as their most crucial partnership. He highlighted the many achievements and awards received by the security team, and discussed some of the 970 arrests made in the BID in 2012 as well as the team's homeless outreach efforts. Mariani then updated the board on the unarmed BID patrol, a new aspect of the security team. The unarmed BID guards wear shirts that say "BID Guide" and they are on foot patrol. So far, the response has been extremely positive.
2. **Security RFP:** Morrison reported that our attorney, Jeff Briggs, has reviewed the new contract with Andrews, and now we are working on detailed appendices. Tronson said that the delay has largely been on our end, and he appreciates the patience of the board and Andrews. He anticipates the contract will be finished and executed in March.

3. **Night-time BID public safety issues:** Tronson reported that the security committee meetings have been better attended than ever before, impressing upon the committee their role in helping to keep the community safe. He has not heard any negative feedback about the new night time security initiative, and the observe-and-report officers have even been engaging with the illegal vendors and panhandlers. This 13-week demonstration project has Andrews International deploying guards now from 8-10 p.m., in lieu of 6-8 a.m. The elimination of these early morning hours has led to some complaints from stakeholders. However, it is only a couple weeks into the project, and Tronson stated that the Dorner situation has complicated the matter, so more time must elapse to fully evaluate. Morrison presented a graph showing when our guards are deployed. She added that we are offering to nightclub owners staff assistance in helping them assess and plan for their own additional nighttime security needs. Also, she said we continue to reserve \$25,000 in funds to monitor the security cameras. She has been advised by LAPD that they are looking at whether the HED can be declared a special event area, which might allow for BID funds to be used to pay LAPD officers to perform this function.
4. **Stakeholder Security Survey:** Tronson stated that we are currently surveying stakeholders on security needs and asked all the board members for their input on the survey, which is included in the packet.
5. **Legislative and litigation update:** Morrison reported that last month, the board authorized her to draft a letter of opposition to AB 5, the Homeless Bill of Rights; we are awaiting word to see if the bill will be amended. With regards to the Lavin case, she said there is a meeting taking place today to see if the court injunction on removing belongings left in the public right of way on skid row will stand. The city attorney is requesting an appeal to the Supreme Court. Morrison is still concerned that the policy could spread to the rest of the city. Beck stated that the city attorney is not the only entity that could appeal the decision. With regards to the City Economic Development Organization, Besley reported that she is concerned with the transfer or special assessment districts unit from the city clerk's office to the E.D.D., which doesn't have experienced staff ready to take this on. She will be speaking with Chris Pierson from the mayor's office next Thursday.
6. **LAHSA Homeless Count:** Morrison reported that Mariani has created a map showing where the 160 volunteers counted during the bi-annual LAHSA homeless count. She thinks the numbers are probably down in our BIDs from the previous counts, but up in other areas outside the BIDs. We are hoping the numbers are down overall.

C. Marketing

1. **Media Relations Specialist:** Strecker reported that the working group had interviewed five companies who responded to the RFP for our media relations project; however the group was unable to come to a consensus based off these interviews. The group met again to review the goals of the project and elected to meet with the five candidates once more and issued a challenge to them to present ideas on how they would help improve perception of the Mid-BID area through PR initiatives. The group believes this

process will help them select the top candidate. All five companies have agreed to move on to this second round of interviews, which is scheduled for March 6. Morrison asked the board to consider approving a one-year retainer agreement with the candidate selected by the working group on March 6.

It was moved by **Mark Stephenson**, seconded by **Lynda Bybee** and **CARRIED to approve the committee's recommendation for the Media Specialist contract and proceed to retain the consultant for a one-year agreement.** Unanimously approved with 12 in favor. Stephan assured the board that the candidates are fully vetted and is confident that this round two will challenge the consultants, and he believes it is a great idea.

- 2. Stakeholder Communications Survey:** Strecker pointed out the communications survey included in the board packet, which the staff is using to help determine the needs of our stakeholders with regards to our newsletter format and other communications. He asked the board to please participate in the survey.

VII. Old Business

1. Parking Issues - Updates

- a. Valet Parking Ordinance: No update.
- b. Vine Street Parking Garage: Morrison reported that the facility is scheduled to open on Monday. Gubler added that the rates have already been posted.
- c. Hollywood Parking District Concept: Nothing new, but staff is continuing to participate in the discussion.
- d. Two-Hour Meters: Morrison said that she received an e-mail from Dan Mitchell from LADOT reporting that they have evaluated the request and are doing an engineering study, and will unveil their findings by the end of March.

VIII. Staff Report

Morrison reported on lawsuits on general vs. specific benefits for Assessment districts. Currently there are two lawsuits filed against BIDs in downtown LA dealing with this concept, including one against the Arts District where the judge thought that the communications and marketing efforts of the BID was a general benefit to the area, rather than a specific benefit to property owners, and demanded that the MDP be rewritten, stating that funds to cover those programs be found somewhere other than through assessments. The California Downtown Association is pulling together a task force to come to a statewide agreement on the definition of specific benefits.

The BID's questionnaire for CD13 candidates was sent to all candidates and so far six replies have been received. These replies will be posted on the website and in the next issue of HEDLine News.

X. Next Meeting

The next meeting was scheduled for Thursday, March 21 at 4 p.m. in Suite 802 of the Taft Building.

XI. Adjournment

There being no further business the meeting was adjourned by Stephan at 5:48 p.m.